

ORDER



Orders
Order / Rev: 50576
Alt Order #: 9797738 /Brad
Product Desc: P-USA ACTION
Estimate: 1521
Flight Dates: 08/22/12 - 08/27/12
Original Date / Rev: 08/20/12 / 08/20/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Mundy Katowitz Media
Buying Contact:
Billing Contact:
 1322 G Street, SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Priorities USA Action
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	31	\$6,735.00	\$5,724.75
08/27/12	08/27/12	12	\$2,600.00	\$2,210.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	31	\$6,735.00	\$5,724.75	0.00
September 2012	12	\$2,600.00	\$2,210.00	0.00
Totals	43	\$9,335.00	\$7,934.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	22%	\$9,335.00
Market	100%	\$42,431.82

Competitive Share

	Share	Total
EHP	1%	\$424.32
UNKWN	0%	\$0.00
WGAL	56%	\$23,761.82
WHTM	14%	\$5,940.45
WLYH	3%	\$1,272.95
WPMT	4%	\$1,697.27

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WHP	08/22/12	08/27/12	Su 1130p-1230a Su 1130p-1230a	CM	1130p-1230a	-----S	:30	1	\$60.00	P-1	0.00	NM	1	\$60.00
E 2	WHP	08/22/12	08/27/12	Letterman Letterman	CM	1135p-1235a	M-WTF--	:30	5	\$125.00	P-1	0.00	NM	5	\$625.00
E 3	WHP	08/22/12	08/27/12	M-F 1230p-2p Soap Rotator	CM	1230p-2p	M-WTF--	:30	5	\$175.00	P-1	0.00	NM	5	\$875.00
E 4	WHP	08/22/12	08/27/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
E 5	WHP	08/22/12	08/27/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M-WTF--	:30	5	\$200.00	P-1	0.00	NM	5	\$1,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WHP	08/22/12	08/27/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	M-WTF--	:30	5	\$200.00	P-1	0.00	NM	5	\$1,000.00
E 7	WHP	08/22/12	08/27/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	M-WTF--	:30	5	\$300.00	P-1	0.00	NM	5	\$1,500.00
E 8	WHP	08/22/12	08/27/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M-WTF--	:30	3	\$225.00	P-1	0.00	NM	3	\$675.00
E 9	WHP	08/22/12	08/27/12	Su 11p-1130p News CBS 21 News at 11p	CM	11p-1130p	-----S	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
E 10	WHP	08/22/12	08/27/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	M-WTF--	:30	5	\$250.00	P-1	0.00	NM	5	\$1,250.00
E 11	WHP	08/22/12	08/27/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M-WTF--	:30	5	\$275.00	P-1	0.00	NM	5	\$1,375.00
E 12	WHP	08/22/12	08/27/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
E 13	WHP	08/22/12	08/27/12	Sa 730p-8p Sa 730p-8p	CM	730p-8p	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
													Totals	43	\$9,335.00